

ABSTRACT OF THE DISCLOSURE

If the photographing is conducted in an automatic WB adjustment mode, the color information for each of a plurality of division areas in which one screen is divided into a plurality of areas (i.e., ratios R/G and B/G of integrated values of the RGB signals within the division area) is obtained, based on the RGB signals acquired at the time of photographing. Then, the color information for the plurality of division areas is grouped for every color information similar to each other, based on the color information for each division area, and the white balance correction values (gain values of the RGB signals) for making the while balance adjustment of the RGB signals are calculated, based on the color information included in one or more groups in which the number of color information within each group is greater than or equal to a predetermined number. Based on the white balance correction values calculated in this way, the white balance adjustment of the RGB signals acquired at the time of photographing is made.